

Clean Energy Ambassadors

Peer-to-peer innovation for consumer-owned utilities

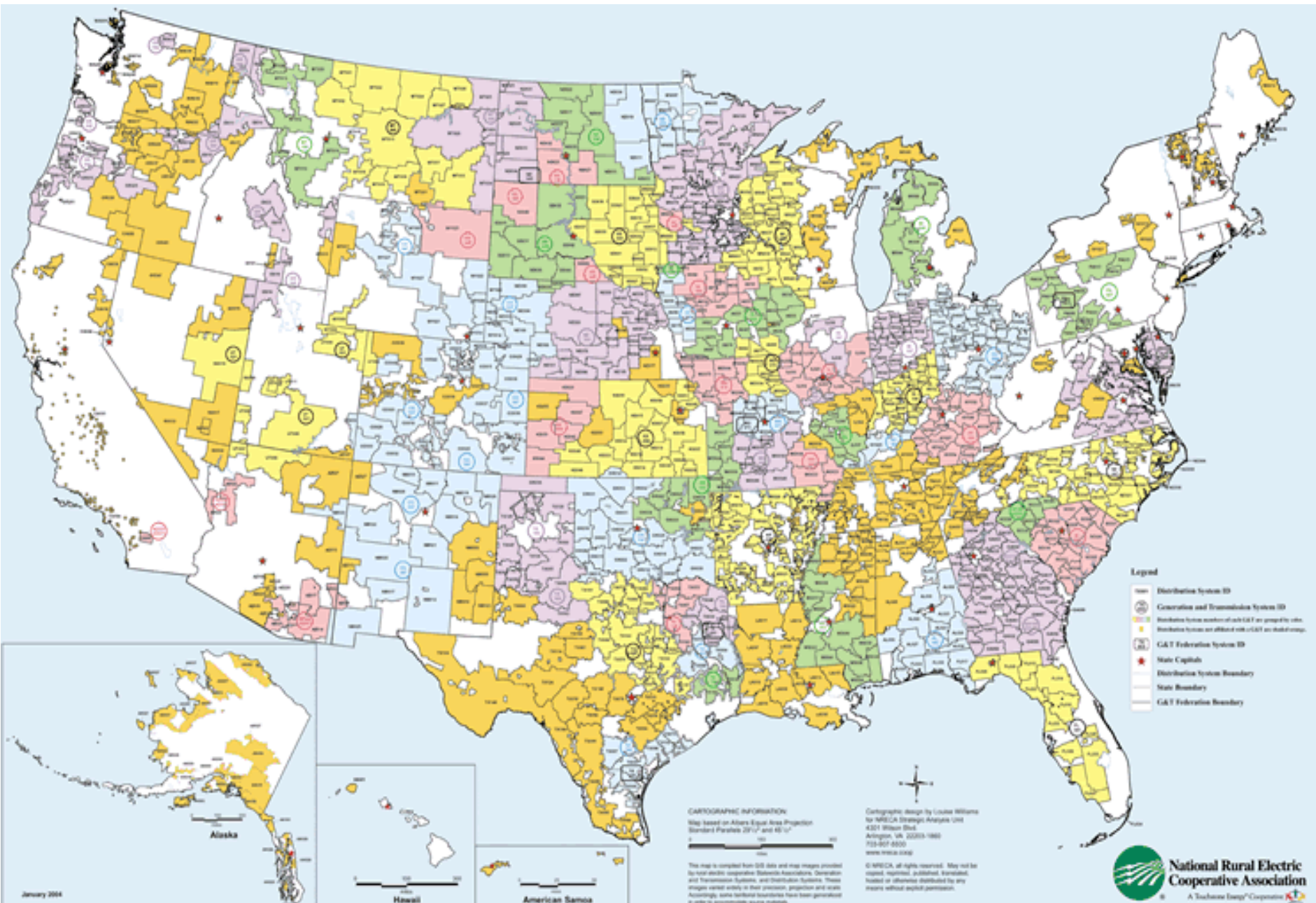
Carrie La Seur
September 2011

cleanenergyambassadors.ning.com
claseur@cleanenergyambassadors.com



Take Aways

- COUs, and their members, are politically powerful at the local, state and federal level
- COUs are not subject to rate regulation in most states and often excluded from clean energy mandates
- Progress on clean energy programming at munis & co-ops requires either hard-fought (and reversible) legislative victories, or reform from within
- COUs listen to their own and follow the leader



- Legend**
- Distribution System ID
 - Generation and Transmission System ID
 - Generation System number of each GAT or group of rates
 - Transmission System or affiliated rate of GAT or distribution company
 - GAT Federation System ID
 - State Capitals
 - Distribution System Boundary
 - State Boundary
 - GAT Federation Boundary

CARTOGRAPHIC INFORMATION
 Map based on Albers Equal Area Projection
 Standard Parallels 29°12' and 40°12'

Cartographic design by Louise Williams
 for NRECA Strategic Analytics Unit
 4321 Wilson Blvd.
 Arlington, VA 22203-1860
 703-907-8800
 www.nreca.org

The map is compiled from GIS data and map images provided by state electric cooperative Statewide Associations, Generation and Transmission Systems, and Distribution Systems. These images reflect utility data as of their production, projection and scale. Accordingly, some boundary inaccuracies have been permitted in order to accommodate source materials.

© NRECA, all rights reserved. May not be copied, reprinted, published, translated, hosted or otherwise distributed by any means without explicit permission.



January 2014



Our Energy, Our Future®

A Dialogue With America

- Home
- Who We Are
- Join The Campaign
- The Issues
- News



Changing the Lightbulbs
Starting in January 2012, 100-watt (W) Incandescent bulbs—a technology developed in the United States by Thomas Edison in 1878 and largely untouched since—must become more energy efficient.

Join the Campaign

Tell Congress that they need to step up to prevent the EPA from using the Clean Air Act as a tool for reducing greenhouse gas emissions. The Act was never intended nor designed to deal with climate change.

- Fair
- Affordable
- Achievable

Take Action

Twitter: OurEnergyTweet

- House approves measure that would delay and scale back several #EPA rules <http://t.co/6ZRFin49> about 6 hours ago
- U.S. #military looks to move to alternative energy sources to improve national security <http://t.co/0OkMkdrO> about 7 hours ago
- #Kentucky #cooperative @fmecoop shows consumers how their energy dollars are spent <http://t.co/Pg5pgqgZ> about 8 hours ago

Electricity Consumers Share Their Stories

"If I as a consumer am doing everything on my end to lower consumption and be more conservative, it seems we must do the same with the utility companies. Diversify and replenish with cheaper fuels to get these bills back down. I should not be paying one weeks wages just for my electric use."

— Vince, from Michigan

Peers Helping Peers

- Non-profit program launched in 2007 with the leadership of past American Public Power Association chair Glenn Cannon
- Continued a grasstops outreach, including a hand in founding Alliance to Save Energy's Clean & Efficient Energy Program
- Now evolving into direct support for small consumer-owned utilities, using webinars, workshops, and other consulting tools to bring high quality EE programming to small towns and rural ratepayers

Peers As Models



"WE CHOOSE..."

"We choose, as your public power provider, to lead a community-wide effort of instilling strong conservation ethics while demonstrating the effectiveness of energy efficiency, conservation and renewable resource development. Together we can make a difference. Our choice is powerful."

River Falls Municipal Utilities
Electric * Water * Sewer
125 E. Elm Street
River Falls, WI
(715) 425-0906
www.rfmu.org



POWERFUL CHOICES
a sustainable energy project for river falls

River Falls, WI, a city of 14,000, has saved more than 2 million kWh in about 2 years.

Target Audience

- Smaller, more rural and more isolated consumer-owned utilities, particularly those that lack capacity and/or expertise to expand EE and RE programming
- A disproportionately residential customer base compared to IOUs, and disproportionately dependent on coal generation (80% for co-ops, 46% for munis)
- Distribution co-ops (average 20,000 customers) and munis (average 10,000 customers) have been primary clients to date – not getting the services they need

Challenges for Small COUs

- Coal as baseload generation is cheap in the short term, and benefits from long-standing cultural support
- COUs provide very low cost power to people with (generally) low household incomes, so being short-term cost-conscious serves customer needs, especially in an economic downturn
- Few mandates for COUs to change; and
- COUs see no equally reliable alternative to coal, nuclear and gas – even abundant western hydro works only when water flow is high enough

Clean Energy Programming Stumbling Blocks

- Skepticism about EE and renewables (not big enough, not fast enough, not reliable, not here, not in our contract)
- Challenges to traditional utility thinking – need peer leadership
- Questions about costs and benefits to the utility, utility revenue impacts
- Jitters about where to begin
- *Worries about staffing & public support*

Making Clean Energy Work for Consumer-Owned Utilities and Their Communities

[Main](#) [My Page](#) [Members & Mentors](#) [Blogs](#) [Photos](#) [Forum](#) [Events](#) [Videos](#) [About Us](#) [Links](#)

Free Lunchtime Utility Webinars!

Clean Energy Ambassadors invites you to join our free webinar, the second Tuesday of each month at Noon Central Time. Next up:

October 18, 2011

How to Expand Your Energy Audit Capabilities. To register click [here!](#)

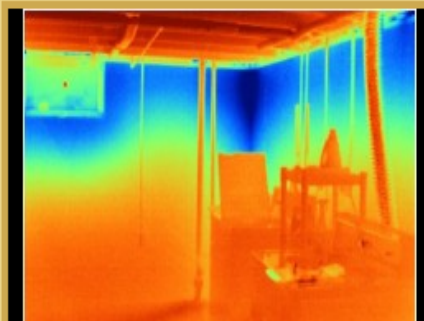
Future Webinars are

November: Saving Energy on Farms and Ranches

December: Answering Concerns About Sinking Utility Revenues

See archives from previous webinars in our Forum on the right side of this page.

Photos



Blog Posts



Private Investment Making Old Building More Energy Efficient

On September 19, 2011, *The New York Times* reported that a large private investment of \$650 million from Lockheed Martin and Barclays will help revitalize old buildings in Miami and Sacramento through energy efficiency upgrades and retrofits. With the desire to tackle the problem of wasted energy being leaked and lost in older, commercial buildings, officials believe this investments will help do just that. Check out the article ... [Continue](#)

Posted by [Stevie Moe](#) on September 21, 2011 at 11:00am



Energy Forefront Webinar: a Great Information Source

Energy Forefront is a service that connects energy professionals and many others with one another to develop and explore new ideas concerning energy and its use. They have been able to provide me with the latest in information concerning renewable energy, energy efficiency, and sustainability. Click on webinars below to get connected to a long list of their free webinars. They also offer great case studies! The most recent webinar that I attended was on Municipal Energy Financing. Check them...

[Continue](#)

Posted by [Stevie Moe](#) on September 20, 2011 at 5:59pm



Lots of Webinar Action in the Next Week

Check the [Events](#) page of this website for details about Energy Forefront's Sep. 13 webinar on municipal clean energy finance, DoE's Sep. 15 webinar on recent Home Energy Score pilots (you can submit questions in advance), and Clean Energy Ambassadors' Sep. 20 webinar on using clean energy installations and retrofits as educational tools in schools. There's a lot going on - don't miss any of it!

Posted by [Carrie La Seur](#) on September 12, 2011 at 9:57am



Are Customers Getting More Energy Efficient or Just More Frugal?

Welcome to
Clean Energy Ambassadors

[Sign Up](#)
or [Sign In](#)

Members



[View All](#)

Events

**October 18 webinar:
Expand Your Energy Audit
Capabilities**

October 18, 2011 from 12pm to
1pm – online/phone

[+ Add an Event](#)

[View All](#)

Forum

2011 Webinars

- *January:* Reaching English-Second-Language Customers
- *February:* Tips for Effective Energy Audits
- *March:* Small Business Energy Savers
- *April:* Programming for Schools
- *May:* New Lightbulb Standards – Controversy or Opportunity?
- *July:* Public Participation in Utility Programs
- *August:* Utility Partnerships for Financing Energy Efficiency
- *September:* Renewable Energy Education in Schools
- *October:* Expand Your Energy Audit Capabilities
- *November:* Saving Energy on Farms and Ranches
- *December:* Answering Concerns About Sinking Utility Revenues

2011 Webinar Presenters

- Alliance to Save Energy
- American Wind Energy Association
- Austin (TX) Energy
- Colorado Springs (CO) Utilities
- Electric Cities of Georgia
- Flir
- Green Schools Alliance
- Linn County (IA) Rural Electric Cooperative
- Moon Lake (UT) Rural Electric Cooperative
- Muscatine (IA) Power & Water
- River Falls (WI) Municipal Utilities
- Service Concepts (IN) (serviceconcepts.coop)
- Western Area Power Administration

Grand Forks, ND IR Camera Workshop (April 2011)



Infrared Camera Workshop

- Conducted in partnership with local utilities, technical colleges, Western Area Power Administration equipment loan program, and camera manufacturers
- Targets utility staffers, vendors (such as local contractors), and also attracts community members
- Content: hands-on training with equipment, including field trips during a 1 to 2 day workshop, as well as program structure training on how to use IR cameras in many applications

Lansing, MI Social Media Marketing Workshop (August 2011)



Social Media Marketing Workshop

- Explain online marketing solutions and train staffers on unfamiliar media products
- Discuss changes and consistencies in “relationship” marketing with new modes of communication
- Low-cost tools for market research
- How to work with community members and organizations as partners in EE marketing
- Using diffusion and persuasion, including peer competition tools

Case Study: Cherry Todd REC (SD)

- 6 case studies of muni and co-op clean energy successes currently on the CEA site
- One example: Cherry Todd REC, which serves 3,256 members of whom 80% are Rosebud Sioux tribal members. CEA assisted in lowering customer bills by introducing electronic meters and low/no-cost energy saver kits for residential customers, plus doing ongoing consulting on program initiatives with a newly hired tribal outreach coordinator.
- Result: greater tribal involvement, improved relations with the tribal university, and measures tailored to the community's immediate needs.

Case Study:

Muscatine Power & Water (IA)

- Serves 11,800 customers
- Launched “Energize Muscatine” energy efficiency outreach to all customer classes in 1999, with state support. Uses direct customer contact including presentations at schools, coordination with HVAC contractors, and a community advisory board.
- CEA support has included developing TV public service announcements in English and Spanish
- Result: savings of over 4 million kWh in 2010, goal of 6 million kWh in 2011

Dairy Farm Efficiency

- Working with 4 central Minnesota RECs on ways to improve efficiency programming for dairy farms, which exist on very thin margins
- Utility-oriented strategy, building on their expertise by doing market, vendor, best practices and other relevant research, bringing together important partners to resolve sticking points in implementation
- Goal: improve economics of central MN dairy farms served by RECs, demonstrate positive economic impact of good EE programming.

Take Aways

- COUs, and their members, are politically powerful at the local, state and federal level
- COUs are not subject to rate regulation in most states and often excluded from clean energy mandates
- Progress on clean energy programming at munis & co-ops requires either hard-fought (and reversible) legislative victories, or reform from within
- COUs listen to their own and follow the leader

Next Steps?

- Expand workshop outreach
- Continue producing materials targeted to our growing database of engaged utilities
- Pilot projects for new finance mechanisms with COUs
- Expand training opportunities for rural clean energy professionals



cleanenergyambassadors.ning.com
claseur@cleanenergyambassadors.com
406-969-1040